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PTO IDENTIFIER: Application Number 09/887,526
Patent Number

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PAGES (Including Cover Sheet): 21

CONTENTS: AMENDMENT UNDER 37 CFR §1.111 (19 pages).

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Old Attorney Docket No.: 38616.0002
New Attorney Docket No.: 54484-20001.00
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Jon C. EVANS et al.

Group Art Unit: 3627

Application No.: 09/887,526

Examiner: Andrew J. Rudy

Filed: June 25, 2001

Title: SYSTEM AND METHOD FOR COMPUTER-
CREATED ADVERTISEMENTS

AMENDMENT UNDER 37 CFR § 1.111

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

This is in response to the non-final Office Action dated October 19, 2004. Reconsideration and allowance of the pending claims, as amended, in light of the remarks presented herein are respectfully requested.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 16 of this paper.

va-84030